# GOVERNMENT OF INDIA
# STEEL
# LOK SABHA

UNSTARRED QUESTION NO:6909
ANSWERED ON:10.05.2000
STRATEGY FOR RURAL MARKET
SUBODH MOHITE

**Will the Minister of STEEL be pleased to state:**

(a) whether the Steel Authority of India Limited (SAIL) has formulated a strategy to focus towards the vast untapped rural market for its products;

(b) if so, the details thereof;

(c) whether any consultant authority has been appointed for assessing the rural demand;

(d) if so, the projection give in this regard;

(e) whether the SAIL propose to set up rural service centres to make available of steel items; and

(f) if so, the details thereof?

## Answer

MINISTER OF STATE FOR STEEL

(SHRI DILIP RAY)

(a) to (f): As a part of the strategy to tap the potential rural market, SAIL has engaged Institute of rural Management, Anand (IRM) to undertake a study to assess the current trend of demand for steel material in the rural market segment in the States of Gujarat, Maharashtra and Rajasthan. IRM are also required to suggest, inter alia, specific marketing actions and to assess the need to promote the concept of service centres.

Institute of Rural Management, Anand is yet to submit its report on the study.